



## Snap to it. →

The monthly webinar for Media & Marketing Professionals.



# Celebrations on Snapchat →

Here's a snapshot of how celebrations on Snapchat can drive your brands, all year round on the platform where real friends and family connect, share and have fun. For more information visit [www.snapchatforbusiness.com](http://www.snapchatforbusiness.com)

### The Positive Power of Celebrations

Tap into Snapchatters when they're at their happiest! Celebrations are the time to do it, and not just those on the national calendar. The positivity around celebrations is not isolated to the event itself.

There's a full Celebration Cycle, every part of which carries equally strong happy vibes! From **planning the event**, to **shopping** for it, the **celebration** itself and finally **looking back** on it, the Celebration Cycle is rich end-to-end, in moments of happiness, connection & creativity.

#### OUR SNAPCHATTERS SAY...

# 89%

"Finding reasons to celebrate life's big & small moments makes me happy."<sup>1</sup>

# 90%

"Celebrating makes me feel more connected to those I care about."<sup>2</sup>

### Celebrations are always-on for Snapchatters! So don't underestimate the micro-moments.

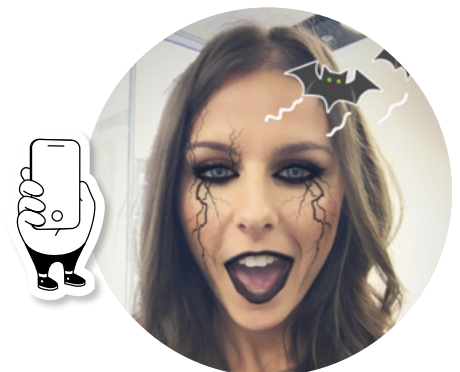
#### OUR SNAPCHATTERS SAY...

# 87%

"There's always something to celebrate - I'm always planning or shopping for something."<sup>3</sup>

# 85%

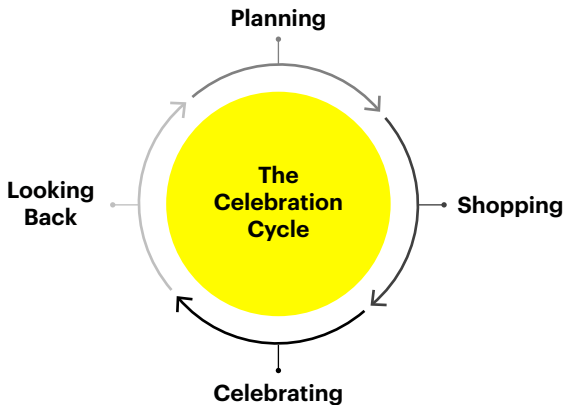
"I like to see brands actively recognising and supporting smaller celebrations and moments."<sup>4</sup>



"Celebrations offer the opportunity [for brands and platforms] to create more interactive content that aligns with audience interests."  
- Dr. Ahmend Farouk Radwan - Chair of Public Relations Department, College of Communication, University of Sharjah, UAE



## Snapchatters are more engaged at every stage of The Celebration Cycle.



# 87%

Of Snapchatters say: "It's just as fun to **plan** and shop for the celebration as the celebration itself".<sup>5</sup>

# 88%

Of Snapchatters say: "It's important to me to **celebrate** both big and small moments throughout the year."<sup>7</sup>

# 90%

Of Snapchatters say: "I love to mark moments of celebration with **buying** something for myself or someone else"<sup>6</sup>

# 90%

of Snapchatters like to **look back** by sharing, sending or reposting a picture or video memory.<sup>8</sup>



## Snapchat's AR supercharges celebrations at each stage.

### OUR SNAPCHATTERS SAY...

#### More shoppable!

# 87%

"Snapchat's try-on / try-out lenses have made me more likely to buy items for a celebration."<sup>9</sup>

#### More shareable!

# 89%

"Snapchat's AR lenses and filters make the celebration more shareable."<sup>11</sup>

#### More fun!

# 90%

"Snapchat's AR lenses and filters make the celebration more fun than what I can do in other apps."<sup>10</sup>

#### More memorable!

# 89%

"Snapchat's AR lenses and filters make the celebration more memorable."<sup>12</sup>



"Snapchat's AR makes celebrations better."<sup>13</sup>

## Brands that celebrate with them, stay with them.

How do you engage those who are always on the brink of celebration mode? Here's how!

### 1. Call out reasons to celebrate.

# 88%

of Snapchatters agree that brands that help them find and celebrate everyday joys are special to them.<sup>14</sup>

### 2. Align with moments that matter.

# 88%

of Snapchatters say: "Brands that acknowledge and support celebrations they care about feel more relevant to them."<sup>15</sup>

### 3. Be unique and spark creativity.

# 87%

of Snapchatters say they "appreciate brands that give them fun and creative ways to celebrate life's moments."<sup>16</sup>

1-2: 2022 NRG study commissioned by Snap Inc. | Base: Total (n=1,000) | Q: When it comes to celebrations, large and small, how much do each of the following describe you? 3: 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=978) Q: When it comes to celebrations, large and small, how much do each of the following describe you? 2: 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=978) Q: How do you celebrate each of the following? 4: 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=978) | Q: When it comes to celebrations, large and small, how much do each of the following describe you? 5,7: 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=978) | Q: When it comes to celebrations, large and small, how much do each of the following describe you? 2: 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=978) | Q: When it comes to gift giving and receiving, large and small, how much do you agree with each of the following? 6: 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=978) | Q: When it comes to gift giving and receiving, large and small, how much do you agree with each of the following? 8: 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=978) | Q: Thinking about the times you look back at picture or video memories on your apps from all kinds of celebrations, how much do each of the following describe you. 9-13: 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=978) | Q: How much do you agree with each of the following regarding Snapchat's AR/augmented reality lenses and filters as it relates to how you plan, shop for, and celebrate moments and holidays throughout the year? 14: 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=978) | Q: How much do you agree or disagree with each of the following statements? 15-16: 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=978) | Q: When it comes to celebrations, large and small, how much do each of the following describe you?